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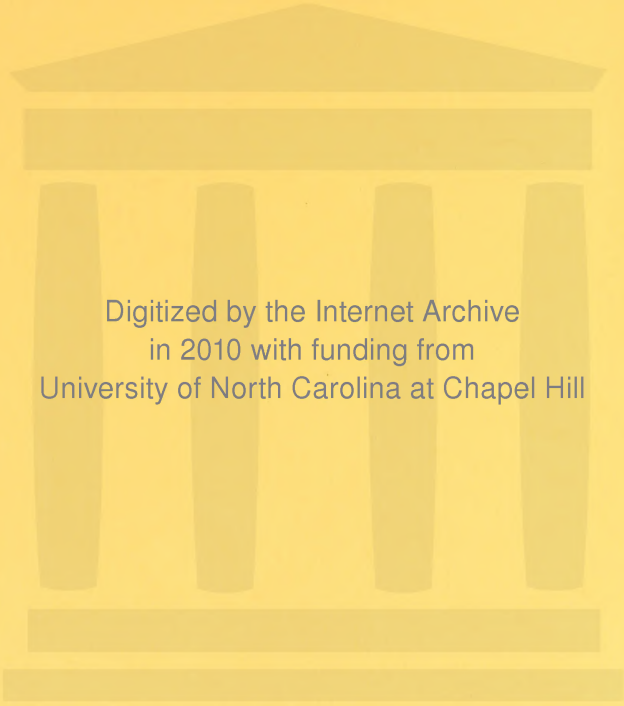

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MASTER PLAN FOR HERTFORD, N.C.

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PREPARED FOR:

THE TOWN OF HERTFORD, NORTH CAROLINA

V. N. DARDEN, MAYOR

TOWN BOARD OF COMMISSIONERS

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DIVISION OF COMMUNITY PLANNING
DEPARTMENT OF CONSERVATION & DEVELOPMENT
STATE OF NORTH CAROLINA

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SECTION 1.

HISTORY

Phelps Point, destined to become the Town of Hertford, was a port of entry as early as 1701. The County courthouse has been located here since 1732. From the earliest settlement of the region, this location presented itself as an ideal site for a town, and in 1758 the Town of Hertford was chartered in the Laws of North Carolina. However, Hertford had a historic past even before it was founded. In 1672, William Edmundson, the famous Quaker minister, held the first religious service in North Carolina near the center of the town which later developed.

In the Laws chartering Hertford, this prime location was recognized. "Land of Jonathan Phelps, lying on the southwest side of Perquimans River -- is a healthy, pleasant situation, well watered and commodious for commerce."

The land surrounding Hertford was a wilderness at the time of its founding hence there was plenty of land for everyone. But still the law recognized that public open space should be provided . . . "and the said Jonathan Phelps having signified his free consent, by a certificate under his hand and seal, to have one hundred acres of the said land laid off for a town and fifty acres for a town common, which will greatly promote the trade and navigation of the said river."

The law also provided for planning and developing the Town whereas the first five member "Planning Board" was established. "John Rieussett, Joseph Sutton, John Harvey, John Clayton, and Joseph White, be, and they, and every of them, are hereby constituted directors and trustees, for designing, building, and carrying on the said town; and they shall stand seized of an indefeasible estate in fee, of the said one hundred and fifty acres of land. . ."

Only one hundred of the one hundred and fifty acres were to be developed and each lot was to be one-half acre. In the middle of the 18th Century, it was known that lots should be of sufficient size.

Since Hertford was planned from its beginning and because of its good location on the Perquimans River, it grew and developed into a trading center for the surrounding farm area. The Town's early history is linked with George Durant and John Harvey. The former purchased his land from Kilcoconewen, Chief of the Yeopim Indians, in 1661 which was twenty years before William Penn bought land from the Indians. The deed to this land was filed in the courthouse at Hertford and is the oldest recorded deed in North Carolina. In 1663, John Harvey settled on land that is presently called Harvey's Point which is located south of Hertford. He was elected Governor of North Carolina in 1678.

The descendent of John Harvey, who was the son of Thomas Harvey, is the most famous of all the Harveys. His name was John also, and it was he who has gone down in history as one of the great patriots of our country. He was elected to the 1748 N. C. Assembly, and in the 1769 Assembly proposed that Carolina should form a Non-Importation Association to oppose the Stamp Act. The Governor angrily dismissed the Assembly, but Harvey called a convention independent of the Governor, and the association was formed. In 1774, the Governor refused to call the Assembly, for fear that it would elect delegates to the Continental Congress, however, John Harvey called the Assembly himself and delegates were sent to Philadelphia. In 1775, John Harvey again called the Assembly together for the purpose of observing the Governor and starting the revolution in North Carolina. Although he died in late 1775, he was to Carolina what Patrick Henry was to Virginia and Hancock and Adams were to Massachusetts.

Hertford derives its name from the Marquis of Hertford, an English noble, who favored the repeal of the Stamp Act

in 1766. The word Hertford, which is of Saxon origin, means Red Ford. The Perquimans River derives its name from an Indian word which means "Land of Beautiful Women".

Hertford was spared during the Revolutionary War and the War of 1812, but during the War between the States, gunboats of the Northern Army entered the Perquimans River and a brief battle was fought at the Town. While this skirmish was taking place, a ball from one of the gunboats on the river went through one of the houses on Front Street and reputedly tore the covering from the bed on which the mistress of the house had been lying.

SECTION 2.

ECONOMIC TRENDS

Since 1910, Hertford's population has remained about 2,000 persons. Population size is directly related to the economic functions of an area, and these are many reasons why the Town has not continued to grow:

1) Hertford has been caught in the middle of many trends which have affected the whole region in which it is located.
2) Cotton has declined as a cash crop.
3) Roads were not available to move goods to markets.
4) Changing technology has replaced many of the farm workers.
5) People who did live on the farm have gone elsewhere with a loss to the merchants' sales.
6) Many Negroes have left because of lack of jobs.
7) The growth of Norfolk, Elizabeth City, and Edenton has contributed to Hertford's problems, although their development will help Hertford in the long run.

THE REGION

One of the best methods for studying a small area is to observe its relation to a larger area. For the purpose of this study, a region was delineated and analyzed, the "Albemarle-Chowan Region". It is composed of the six counties lying north of the Albemarle Sound and east of the Chowan River. Alphabetically the counties are Camden, Chowan, Currituck, Gates, Pasquotank, and Perquimans. Each is distinctive, yet each contains people with similar social, religious, cultural, political, and economic characteristics. Historically, these counties have been isolated from the rest of North Carolina and, therefore, they have been oriented to Virginia. The region has had commercial relations with southern Virginia for years. For example, the Norfolk newspaper is sold in the area, and in past years preachers were sent to the region by Virginia churches.

The future of this area and its association with the Norfolk-Portsmouth-Newport News-Hampton Area is evident when one examines the migration data shown on Table I. For example, between 1950 and 1960 each county experienced out-migration, however, the county with the lowest percent of out-migration was Chowan, located the farthest from this area. The six counties experienced out-migration more or less according to their distance from the Norfolk Area.

TABLE I.

NET MIGRATION AND PER CENT MIGRATION FOR PERQUIMANS REGION

1950 TO 1960

County	Net Migration			Per Cent Migration			Rank*
	Total	White	Non-White	Total	White	Non-White	
Camden	-501	-284	-217	-8.2	-8.1	-8.4	2
Chowan	-3,464	-2,013	-1,451	-22.8	-24.3	-21.0	6
Currituck	-398	-64	-344	-5.7	-1.4	-13.8	1
Gates	-1,703	-642	-1,061	-15.5	-13.2	-17.4	4
Pasquotank	-3,476	-2,383	-1,093	-11.9	-13.3	-9.7	3
Perquimans	-1,962	-713	-1,249	-17.6	-12.8	-22.5	5
Region	-10,504	-6,099	-5,405	Not Available			
N. C.	-291,544	-106,443	-185,101	-6.0	-3.0	-13.8	

* Among Counties in the Region

The median family income of the counties shows the influence of the Norfolk Region also. Pasquotank County had the highest median family income in 1960, $3,630, while Gates County had the lowest with $2,260. The other counties' median family income decreased generally as the distance from the Norfolk Region increased. All of the counties were lower than the State median family income of $3,956. Table II gives these figures in more detail.

INCOME FOR PERQUIMANS REGION AND OTHER AREAS BY RANK

Area	Per Capita Income Amount 1949	1959	Rank* 1949	1959	1949-59 Annual Change Rate	Rank*	Median Family Income 1949	1959
Camden County	$ 561	$ 809	63	74	3.73	68	$1,750	$2,792
Chowan County	639	581	54	66	2.91	89	1,804	2,714
Currituck County	687	1,029	45	44	4.14	53	1,956	3,485
Gates County	400	721	99	90	6.07	12	1,134	2,260
Pasquotank County	817	1,160	25	33	3.57	73	2,408	3,630
Perquimans County	540	786	69	80	3.83	64	1,540	2,370
Region	654	908			3.60			
N. C.	830	1,260			4.26		2,594	3,956
U. S. A.	$1,265	$1,853			3.89		$3,758	$5,660

* Among N. C. Counties

Other data is shown in tabular form to compare the six counties of the region with each other and with the state as a whole. Generally, the Norfolk region's influence is shown as it affects the six county region.

The median family income for Perquimans County was $2,370 in 1959. The county ranked 84th of the 100 counties of North Carolina and 5th in the Albemarle Region. Sixty-two percent of the families had incomes under $3,000 in 1959. Table III presents these figures in detail. Therefore, the county ranked 92nd of the 100 counties in North Carolina and last of the six counties of the Region.

TABLE III.

MEDIAN FAMILY INCOME

	Median Income	Rank In State	Rank In Region	% of Fam. With Incomes Under $3,000	Rank In State	Rank In Region
Camden	2792	64	3	53.1	64	3
Chowan	2714	68	4	55.5	71	4
Currituck	3485	44	2	41.8	41	2
Gates	2260	89	6	60.8	88	5
Pasquotank	3630	39	1	41.3	40	1
Perquimans	2370	84	5	62.0	92	6
State	3956			37.2		

Part of the very low income can be explained by the percent of the population employed in agriculture. One-third of the employed persons worked in agriculture and only 16 percent were employed in manufacturing. Perquimans County ranked second of the six counties of this Region in persons employed in agriculture. It ranked 5th in persons employed in manufacturing and industry.

Education is a means of progress in the future. A well educated populous will provide a basis for new industries. Of the six counties in the Region, only Currituck County had a lower percentage of sixteen and seventeen year olds not enrolled in school. See Table IV for details. Therefore, Perquimans County with only 20 percent of its 16 and 17 year olds not enrolled in school is preparing itself for the future.

TABLE IV

YEARS OF EDUCATION COMPLETED

	MEDIAN YEARS OF SCHOOL COMPLETED BY PERSONS OVER 25 YRS. OLD	RANK IN STATE	RANK IN REGION	% LESS THAN 5 YRS. COMPLETED	RANK IN STATE	RANK IN REGION
Camden	7.9	70	5	10.2	3	1
Chowan	8.0	60-69	3-4	19.4	57	3
Currituck	8.4	35	2	19.8	60	4
Gates	7.8	77	6	22.0	75	6
Pasquotank	8.9	23	1	17.1	40	2
Perquimans	8.0	60-69	3-4	21.0	68	5
State	8.9			16.5		

The County is also stable from various social indices. For example, it has the lowest rate of illegitimate births of the six counties in the Region and had the next to the lowest juvenile delinquency rate of the six counties, at the time of this study. Additional information may be found in the Appendix.

The above economic and social data may explain why the migration rate in Perquimans is 5th of the six counties of the Region. In these six counties all had out-migration between 1950 and 1960, the lowest was Currituck County with 5.7 percent and the highest Chowan County with 22.8 percent. Perquimans County was 5th of the six with 17.6 percent out-migration. However, the non-white out-migration of 22.5 percent was the highest of the six counties. The population of Perquimans County has been declining since before 1910. In 1910, the population of Perquimans County was 11,054 persons and the population in 1960 was 9,178. It is expected that the population of the county will continue to decline in the future, until the remaining population represents the number of people needed to sustain a highly mechanized farming operation in the County's agricultural areas. Only a successful program of industrialization could reverse this trend.

THE COUNTY

Retail sales in Perquimans County increased between 1958 and 1963 although there was a decrease from 1954 to 1958. Perquimans County ranked 5th in the six county region with a 10.1% increase in Retail Sales. Both the number of retail establishments and the number of employees, however, declined during the 1958-63 period.

TABLE V.

RETAIL TRADE IN PERQUIMANS COUNTY

	1954	% Change	1958	% Change	1963
No. of Establishments	84	8.3	91	-13.2	79
Receipts ($1,000)	7,940	-5.90	7,471	10.1	8,228
Payroll ($1,000)	403	41.7	571	10.7	632
No. of Employees	207	13.5	235	-2.6	229

Wholesale Sales in Perquimans declined between 1958 and 1963 although there was a large increase from 1954 to 1958. The County ranked sixth in the region according to percent of change. Perquimans was the only county in the region to experience a decline in Wholesale Sales. The number of wholesale establishments and the number of employees also declined significantly.

TABLE VI.

WHOLESALE TRADE IN PERQUIMANS COUNTY

	1954	% Change	1958	% Change	1963
No. of Establishments	10	50.0	15	-33.3	10
Sales ($1,000)	2,882	157.4	7,417	-16.1	6,221
Payroll ($1,000)	116	82.8	212	2.8	218
No. of Employees	51	41.2	72	-22.2	56

Selected Services, which include motels, laundaries, cleaners, beauty and barber shops, photography studios, funeral homes, auto repairs and other personal and business services, had an increase of 14.5% in their sales from 1958 to 1963. Perquimans County was 4th in the six county region according to percent in change of sales. The number of establishments, number of employees and payroll all increased over the seven year period. The County reflects a national trend toward expansion in the service and repair businesses. Sales in the State, however, increased 44.5% during the same period.

TABLE VII.

SELECTED SERVICES IN PERQUIMANS COUNTY

	1954	% Change	1958	% Change	1963
No. of Establishments	19	68.4	32	12.5	36
Sales ($1,000)	237	43.0	339	14.5	388
Payroll ($1,000)	47	2.0	50	14.0	57
No. of Employees	26	3.8	27	7.4	29

Perquimans County ranked third, in the region, in the percentage change from 1958 to 1963 of value added by manufacturing. The County had a 42.4% increase in value added by manufacturing from 1958 to 1963. The number of manufacturing employees increased by 34.7%, while the number of manufacturing establishments declined by 48% during the 1958-63 period.

TABLE VIII.

MANUFACTURING IN PERQUIMANS COUNTY

	1954	% Change	1958	% Change	1963
No. of Establishments	20	25.0	25	-48.0	13
No. of Employees	198	-2.5	193	34.7	260
Payroll ($1,000)	334	5.7	353	58.9	561
Value Added By Manufacturing	631	-18.9	5.2	42.4	729
New Capital Expenditures ($1,000)	58	62.1	94	Not Available	

THE TOWNSHIP

In 1960, there were 1,030 employed persons who lived in Hertford Township. Although many of these people worked outside the Township, a classification of their occupation will help to understand the economy of the area. About one-fourth of these employed people were working in the field of agriculture and this was the main employer of the area. Retail Trade was the second highest employer with 17.8% of the employed persons and Manufacturing was third with 14% of the employed. Table IX. presents a detailed breakdown of this data.

Worker mobility data on 1,007 of the 1,030 employed persons in Hertford Township in 1960 is available. Perquimans County provided jobs for 83.8% of the 1,007 employed persons. The next two highest areas, by percent, were Pasquotank County with 5.5% and Chowan County with 4.2% of the Township employees. It is noted that 1.4% of the Township's employees worked in Virginia.

More Township employees worked in Perquimans County than did Perquimans County employees. About three-fourths of the county employees worked in the same county. Most of the county employees who went outside the county for employment worked in Pasquotank County. This group was followed closely by the 6.3% of Perquimans County workers commuting to points in Virginia.

Workers came into Perquimans County from nearby points, with 36% of the incoming employees from Pasquotank County and the same percent from Chowan County. Gates County supplied 16% of the incoming workers.

The above information on worker mobility reflects the fact that Perquimans County does not have enough jobs for its residents. Perquimans County is more rural than its adjacent counties other than Gates. Gates County is shown to be in a more rural state since it sends Perquimans County more employees than it receives. Additional data may be found on Table X.

TABLE IX.

EMPLOYMENT OF POPULATION IN HERTFORD TOWNSHIP - 1960

	1960	
	Number	Percent
Total Employed	1,030	100%
Agriculture	252	24.5
Manufacturing	(144)	(14.0)
Lumber, furniture, etc.	74	7.2
Primary metals	---	
Fabricated metals	---	
Machinery, except electrical	---	
Electrical machinery	---	
Motor vehicles	---	
Other transportation	4	.4
Other durables	---	
Food	9	.9
Textiles	52	5.0
Apparel	---	
Printing	---	
Chemical	---	
Other nondurables & not specified	5	.5
Mining	---	
Construction	48	4.7
Transportation		
Railroad	---	
Trucking	---	
Other transportation	8	.8
Communications	32	3.1
Commerce	(235)	(22.8)
Wholesale	42	4.1
All retail	184	17.8
Finance	---	
Business & Repair Service	9	.9
Personal Services	(138)	(13.4)
Private household	112	10.9
Other personal, hotel, entertainment	26	2.5
Professional	(123)	(11.9)
All education	55	5.3
Medical, hospital & other prof.	26	2.5
Public administration	42	4.1
Other or not given	50	4.8

TABLE X.

WORKER MOBILITY FOR PERQUIMANS COUNTY & HERTFORD TOWNSHIP
1960

Area	Hertford Township No.	%	Perquimans County No.	%	Came into County No.	%
Norfolk & Portsmouth Cities, Va.	4	.4	109	3.9	----	----
Norfolk County, Va.	5	.5	37	1.3	----	----
Balance of Norfolk Portsmouth SMSA	----	----	11	.4	----	----
Pasquotank County	56	5.5	291	10.4	53	36.1
Perquimans County	844	83.8	2,084	74.9	----	----
Chowan County	42	4.2	60	2.2	54	36.7
Gates County	11	1.1	25	.9	24	16.3
Camden County	----	----	----	----	4	2.7
Currituck County	----	----	----	----	4	2.7
Washington County	7	.7	7	.3	8	5.5
Suffolk City, Va.	5	.5	15	.5	----	----
Nansemand Co., Va.	----	----	5	.2	----	----
Hertford County	----	----	----	----	----	----
Elsewhere	29	2.9	85	3.1	----	----
Not Reported	4	.4	52	1.9	----	----
TOTAL	1,007	100	2,781	100	147	100

EDUCATION

Education is an important consideration in investigating the economic potential of an area. Table XI presents information on levels of schooling obtained by residents of Hertford Township with information on the State and County for comparison. About 32% of the persons, over 25 years old, in Hertford Township had a high school education in 1960. The comparative figures are: 25.1% Perquimans County; 32.2% State of North Carolina; 40.8% Urban Areas in North Carolina; 44.2% Urban Areas in the United States. When 45% of the people, over 25 years of age, in a County have less than an eighth grade education, as is the case in Perquimans, industrial development efforts had best be concentrated on low skill industries.

TABLE XI.

EDUCATIONAL DATA IN 1960

Number of School years completed by persons over 25 years old	N.C. as a %	Perquimans County No.	%	Hertford Township No.	%
No. school years Completed	3.1	134	2.8	44	2.5
Elementary:					
1 to 4 yrs.	13.4	867	18.2	301	17.1
5 to 7 yrs.	25.0	1389	29.1	445	25.3
8 years	9.3	336	7.0	103	5.8
High School:					
1 to 3 yrs.	17.0	851	17.8	306	17.4
4 years	18.9	794	16.6	295	16.7
College:					
1 to 3 yrs.	7.1	223	4.7	146	8.3
4 yrs. or more	6.3	183	3.8	122	6.9
Total over 25 yrs. old	100%	4777	100%	1762	100%

INCOME

Income in Hertford Township is higher than that of Perquimans County, however, it is still much lower than the State. The median family income for all families in the Township, in 1959, was $2,643, while that for nonwhite families was $1,435. Over 95% of all the families in the Township having an income in excess of $4,000 per year were of the white race. When educational attainment and level of industrialization are low, relatively low incomes are to be expected .

TABLE XII

INCOME DATA FOR HERTFORD TOWNSHIP IN 1959

Income Group	White Families	%	Nonwhite Families	%	Total Families	%	White as a % of Total
Under $3,000	177	34.5	278	92.3	455	56.0	38.9
$3,000 to $3,999	106	20.7	12	4.0	118	14.5	89.8
$4,000 to $4,999	67	13.1	3	1.0	70	8.6	95.7
$5,000 to $5,999	64	12.5			64	7.9	100.0
$6,000 to $6,999	23	4.5			23	2.8	100.0
$7,000 to $7,999	26	5.1			26	3.2	100.0
$8,000 to $8,999	23	4.5			23	2.8	100.0
$9,000 to $9,999	8	1.6	8	2.7	16	2.0	50.0
$10,000 to $14,999	4	.8			4	.5	100.0
$15,000 to $24,999	10	1.9			10	1.2	100.0
TOTAL	512	100%	301	100%	813	100%	62.9%
Median Family Income			$1,435		$2,643		

POPULATION CHARACTERISTICS

The median age for males, in Hertford Township, in 1960, was 29.1 years, while the median age for females was 33.4 years. The white population was considerably older than the nonwhite population, on the average. The median age for nonwhite males was only 19.0, whereas, the median age for white males was 36.3 .

Within Hertford Township there are relatively few people in the age groups between 20 and 35. The armed forces and college are responsible for a portion of these people being away from home. However, the majority have left because of a lack of job opportunities.

The life span of the people in the United States has been increasing every year and this trend is expected to continue in the forseeable future. The white male population of Hertford Township, in 1960, had 11.6% of its total over 65 years of age, while 8.7% of the nonwhite males were in the same age group. The white females had 14.7% of their total population over 65 and 11.1% of the nonwhite females were also over 65 years old. This trend toward having older citizens will create a need for specialized services in the future, but it also points out a possibility for economic growth in the future since Hertford could become a retirement center, if some effort was made in this direction. For example, the U. S. Housing and Home Finance Agency will guarantee a low interest rate mortgage for the construction of apartment units specially designed for the elderly. But participation in such a program requires initiation at the local level.

TABLE XIII.

1960 POPULATION BY RACE, AGE AND SEX FOR HERTFORD TOWNSHIP

	Total Population	Total		Nonwhite		White	
		Male	Female	Male	Female	Male	Female
0 - 4	330	160	170	87	90	73	80
5 - 9	336	181	155	113	81	68	74
10 - 14	315	161	154	82	87	79	67
15 - 19	260	136	124	71	67	65	57
20 - 24	126	56	70	28	32	28	38
25 - 29	146	67	79	32	37	35	42
30 - 34	159	78	81	31	30	47	51
35 - 39	176	78	98	18	36	60	62
40 - 44	191	87	104	25	42	62	62
45 - 49	230	109	121	49	49	60	72
50 - 54	194	99	95	36	34	63	61
55 - 59	163	78	85	29	33	49	52
60 - 64	121	54	67	17	28	37	39
65 - 69	138	55	83	27	36	28	47
70 - 74	110	45	65	19	21	26	44
75 - 79	61	28	33	13	23	41	39
80 - 84	41	21	20				
85+	14	5	9				
TOTAL	3,111	1,498	1,613	677	726	821	887
MEDIAN AGE		29.1	33.4	19.0	25.8	36.3	37.8

	Total	Nonwhite
Population in household	3,098	1,390
Number of households	914	341
Population per household	3.39	4.08

THE TOWN

Hertford's population has not varied much over the past 50 years, however, the Town has had a larger percent of the total County's population almost every decade. The Town has also had a larger percentage of the Township's population over the past.

TABLE XIV.

HERTFORD'S POPULATION AND ITS PERCENT OF LARGER AREAS

	1910	1920	1930	1940	1950	1960
Population of Hertford	1,841	1,704	1,914	1,959	2,096	2,068
% of Township	57.6	56.7	59.8	63.3	65.4	66.5
% of County	16.7	15.3	17.9	20.0	21.8	22.5

Since the Federal Bureau of the Census does not obtain detailed information for communities with populations less than 2,500 persons, it is difficult to compare age, sex and race data with the Township, County or Region. However, based on the information available, population projections were made for Hertford. The projection is made from the 1950 and 1960 populations, since national and inter-national events occurred in the 1930's and 1940's which would tend to distort any trends.

PROJECTIONS

If events occur in the future as they happened between 1950 and 1960, Hertford will experience a decline. The population will drop to 1,933 in 1970 and 1,782 in 1980. However, temporary or superficial increases may be felt by means of annexing existing dwellings near the Town. For example, the population increase from 1940 to 1950 was largely the result of the 1946 annexation. Even with this annexation the Town only added 137 people and then lost 28 people from 1950

to 1960. Therefore, the Town gained 109 people in 20 years largely due to annexing existing homes. The Town had to annex more area for growth, since most of the land within the Town limits was developed.

Table XV. presents the projections, based on past trends, for 1970 and 1980 by age and sex. As is shown by these figures, if past trends continue, there will be fewer and fewer young people and a higher proportion of older residents.

TABLE XV.

TOWN OF HERTFORD - POPULATION PROJECTIONS
1970 AND 1980

	1950		1960		1970		1980	
	Male	Female	Male	Female	Male	Female	Male	Female
0-4	114	109	102	98	81	78	60	58
5-14	179	198	216	207	233	192	236	165
15-24	132	157	120	127	97	91	73	61
25-34	132	156	88	108	52	67	29	38
35-44	143	158	110	143	76	116	49	86
45-54	98	118	136	145	172	159	202	161
55-64	83	128	81	109	70	84	58	58
65+	86	105	113	165	133	232	147	301
TOTALS	967	1,129	966	1,102	914	1,019	854	928
	2,096		2,068		1,933		1,782	

CONCLUSIONS

The approach taken by the Town Planning Board, in regard to the Land Development Plan, recognizes that past trends indicate a decline. However, it is felt that these trends will not continue into the future and Hertford will grow for the following reasons:

1. Expansion of the Norfolk Metropolitan Region to the south will create more jobs closer to Hertford.
2. Industrial development of Elizabeth City and Edenton will create more jobs near Hertford.
3. The recreation advantages of the Perquimans River will bring people into the area for boating, fishing, water skiing, and associated water sports.
4. Hertford has the potential to develop boating associated facilities such as, marinas, boat repair yards, boat sales, boat storage, motor repair, restaurants catering to the fisherman, tackle shops for fishing gear and sales of boat accessories.
5. More people will come to the Town if the Town effectively publicizes its many historic events which have occurred here and the many historic places of interest in Hertford and Perquimans County.
6. People who come to the Region to work in industries nearby will live in Hertford, because the Town is a pleasant and attractive community.
7. Hertford also has the potential to develop as a retirement center with its mild climate, recreation opportunities and pleasant atmosphere.
8. The effect of the phosphate mining operations will be felt in Hertford, although it is still too early to judge how much growth will result directly or indirectly.
9. New and modern highways of the future will reduce travel time and tie Hertford closer to nearby developing areas.

10. Hertford will also grow as a result of new industries locating in the County. However, a proper "climate" conductive to industrial development will only be established after the Town begins to attract people for some of the reasons listed above. An industry generally locates in a community in which people are also locating.

Therefore, based on the foregoing reasons for expected changes in the Town's past trends, a population figure was selected as a goal for the Town. It is felt that it is entirely feasible that Hertford could very well have a population of 4,000 persons by 1980. The recommendations of the Land Development Plan will be based on this population goal.

SECTION 3.

NEIGHBORHOOD ANALYSIS

INTRODUCTION

The purpose of the Neighborhood Analysis is to indicate areas of the Town where blight or structural dilapidation is occurring. Blight to a Town is like decay to the teeth. It may be scattered throughout the community or concentrated at various locations. It may be fixed at one location and not be either expanding or diminishing. When blight becomes excessive and concentrated in one area, it is called a slum.

Hertford is concerned with blight. The Town has undertaken this study because of the effects of blight upon the whole Town. From a financial standpoint, slums require far more public services, such as police and fire protection, and welfare assistance, than their proportion of taxes paid into the community. From a health standpoint, social diseases, tuberculosis, and other virulent diseases find a "breeding ground" in slum areas. From there they can spread throughout the community.

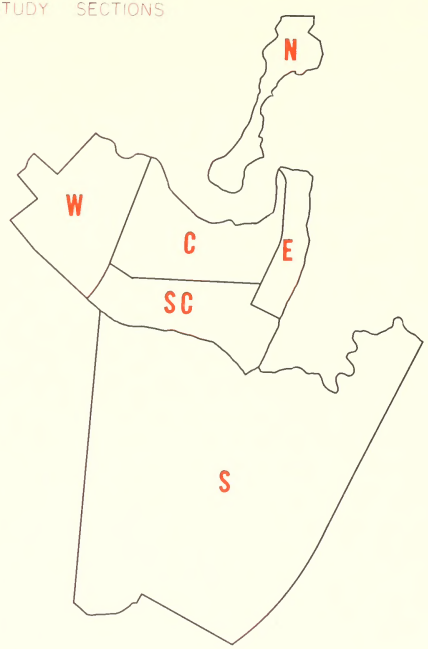
The Town of Hertford has been considered as one neighborhood for the purposes of this study, however, different sections of the Town will be discussed in relation to particular problems. The major separators in the Town, such as major roads, railroad and streams, divide the neighborhood into segments too small for a justified analysis. Further, the areas so divided would contain a mixture of physical and social conditions so as not to produce areas containing similar conditions. Map #1 shows the different sections of the Town which will be discussed in this report.

CAUSES OF BLIGHT

Social and physical factors together create blight. There may or may not be direct causal relationship in all cases, however, the two are generally found in close proximity.

HERTFORD, N. C.

STUDY SECTIONS



SECTIONS OF TOWN

N — NORTHERN
W — WESTERN
C — CENTRAL
SC — SOUTH CENTRAL
E — EASTERN
S — SOUTHERN

Unpaved streets produce dust and dirt in and around the home, making it more difficult for the occupants to keep clean. The clothes hanging outside to dry accumulate dust even before they are worn. The substandard house with its open windows and doors permits insects to enter freely, spreading germs. In the winter, the lack of insulation, cracks in the floor and walls, and poor heating cause illness. The people living in these homes already are poorly paid and their small earnings must be strained because of these additional burdens. Their family life may already be unstable and these added physical burdens contribute to their misery. Family breakdowns result with high indices of divorce, abandonment, juvenile delinquency, crime, illegitimate children and venereal disease.

In many cases the reverse of the above situation is true. Homes become dilapidated because of neglect. The persons living in the homes do not try to improve them. It should be noted, however, that absentee landlords own most slum property and, therefore, the persons renting these dwellings cannot be expected to maintain them. The persons living in these dilapidated dwellings may not have the education and training to know the elementary aspects of house maintenance or cleaniness.

INDICES OF BLIGHT

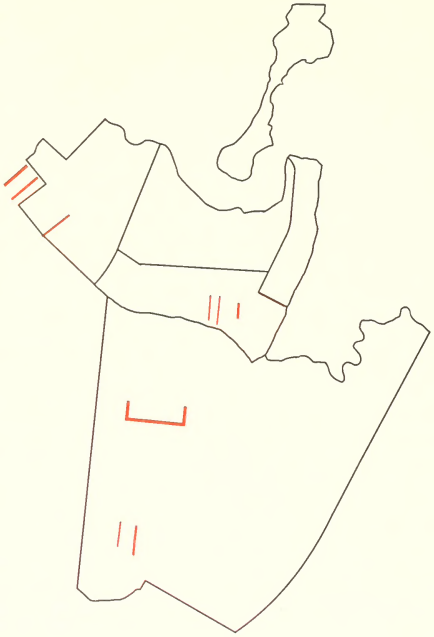
Unpaved Streets

Unpaved streets are frequently accompanied by dust, mud and poor drainage. They tend to lower property values since residential areas served by these streets are not desirable.

In Hertford, the unpaved streets exist in either slum areas or in new subdivisions with the only exception being on Woods Lane next to the Hertford Grammer School.

Unpaved streets were found in the Western, Southern and South Central sections of Hertford. Those in the Western and Southern sections were located in newly developing areas,

HERTFORD, N. C.



UNPAVED STREETS

while those in the South Central were in older sections. Although the former has new homes in good condition, it is still important that the streets be paved to further increase the value and livability of the abutting properties. The homes in the South Central section are constructed close to the dirt streets and here the unpaved streets are adversely affecting the living conditions in the area.

Welfare Assistance

In 1964, there were about 83 Welfare Assistance cases in Hertford. All three Juvenile Cases (children in licensed foster homes) were located in the South Central section. Aid to Families with Dependent Children totaled 17 cases, of which 15 were in the South Central Section. There were 45 Old Age Assistance cases, of which 47% were in the South Central section and 38% in the Central section. Aid to the Permanently and Totally Disabled was given to 18 persons. This was distributed with 61% in the South Central section and 28% in the Central section.

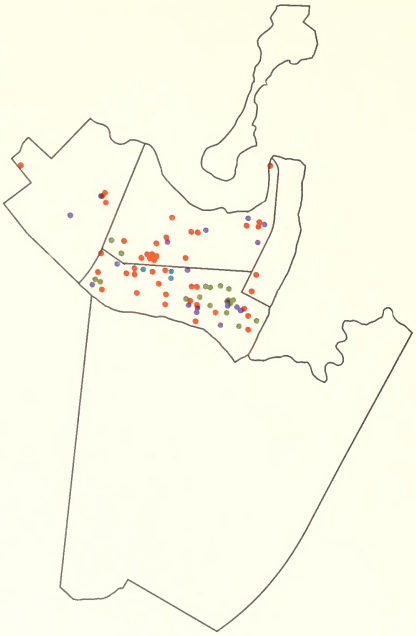
In general, most of the welfare recipients resided in the South Central section with the Central section having the next highest amount. The number of cases in the other three sections were negligible. Table XVI. presents more detailed information on Welfare Assistance in the Town.

TABLE XVI.

WELFARE ASSISTANCE

Type of Welfare Aid	Sections of Town					
	Western	Central	South Central	Eastern	Southern	Total
AFDC	--	2	15	--	--	17
OAA	4	17	21	2	1	45
AP & TD	2	5	11	--	--	18
Juv. Cases	--	--	3	--	--	3

HERTFORD, N. C.



WELFARE ASSISTANCE — 1964

A F D C	17
O A A	45
A P and T D	18
JUVENILE CASES	3
TOTAL	83

Venereal Disease

There were only six reported cases in the Town Limits in 1963, however, four were located in the South Central section. This blighted section of Hertford provides a background where moral values lapse. Poor living conditions do not cause moral decay but they do contain persons living in close proximity who lack the normal moves of our society.

Tuberculosis Deaths

The two T.B. deaths in Hertford from 1950 to 1963 were both in the Central section. It is known that although tuberculosis is not caused by blighted areas, overcrowding, inadequate sunlight and air and low economic status are factors which contribute to the development of the disease.

TABLE XVII.

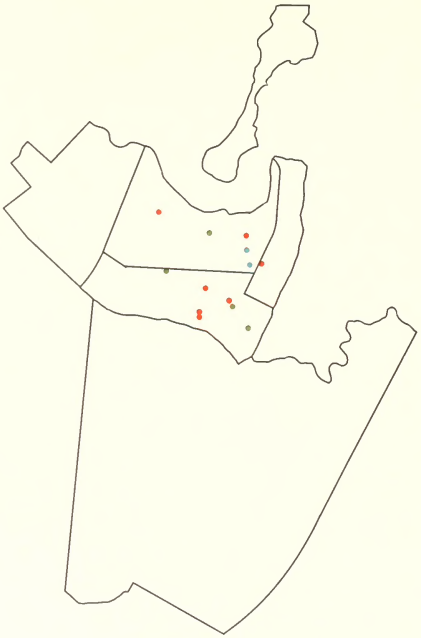
CONCOMITANTS OF BLIGHT

	Sections of Town					
Factors	Western	Central	South Central	Eastern	Southern	Total
Venereal Disease	--	1	4	1	--	6
Tuberculosis	--	2	--	--	--	2
Illegitmate Births	--	1	3	--	--	4
Fire Calls Of Record	11	26	25	8	3	73

Illegitimate Births

The South Central section contained three of the four illegitimate births found in Hertford in 1963. It should be noted that these are the births which were reported and there may be others not listed. This is another indicator of social values being lost in poverty stricken and blighted areas of the Town. The will to improve oneself and conform to accepted social values tends to be reduced among poor living conditions.

HERTFORD, N. C.



INDICES OF BLIGHT

- TUBERCULOSIS DEATHS 1950 – 1963
- VENEREAL DISEASE CASES 1963–
- ILLEGITIMATE BIRTHS 1963–

Fire Calls

There were 101 fire calls from 1959 to 1963, however, in 1959, 1960, 1961, there were 28 calls which were not shown on the map. Of these 73 fire calls which are shown on the map, 36% were in the Central section and 34% in the South Central section.

Fire calls are significant indicators of blight since more fires occur in blighted sections of town than in areas of standard housing. This fact stems primarily from the fire hazards which accompany crowded living quarters in old frame buildings, inadequate storage of trash or unused furniture, faulty electrical wiring or fixtures, unsafe heating devices and the like. See Table XVIII.

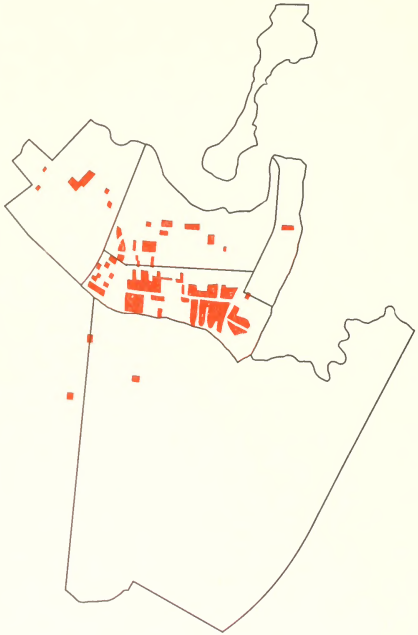
Structural Condition of Dwellings

According to a 1963 survey conducted for the Planning Board, 30% of the dwellings in the Town Limits were either substandard (beyond economic repair) or in need of major repair. The South Central section contained 88% of the Town's substandard dwellings and 59% of the Town's dwellings in need of major repair. Within that section 40% of its dwellings were substandard and 31% in need of major repair. The only section of Town which approached this section's problems was the Central section in which 2% of its dwellings were substandard and 19% of its dwellings were in need of major repair. The above data indicates the grave problems in the South Central section of Hertford. This area is seriously blighted and the blight is spreading into the Central section.

HERTFORD, N. C.

• FIRE CALLS 1959 through 1963
NOT SHOWN
IN 1959 — 13 FIRES
IN 1960 — 4 FIRES TOTAL FIRES-101
IN 1961 — 11 FIRES

HERTFORD, N. C.



DWELLINGS IN NEED OF
MAJOR REPAIR

TABLE XVIII

STRUCTURAL CONDITION OF DWELLINGS

	Total Dwellings	Sub-Standard No.	Sub-Standard Percent	Major Repair No.	Major Repair Percent	Minor Repair No.	Minor Repair Percent	Standard No.	Standard Percent
W	183	6	7%	8	8%	26	26%	143	41%
C	170	3	3%	32	31%	41	41%	94	27%
SC	197	80	88%	61	59%	27	27%	29	8%
E	64	1	1%	1	1%	5	5%	57	16%
S	32	1	1%	1	1%	2	2%	28	8%
Total	646	91	14%	103	16%	101	16%	351	54%

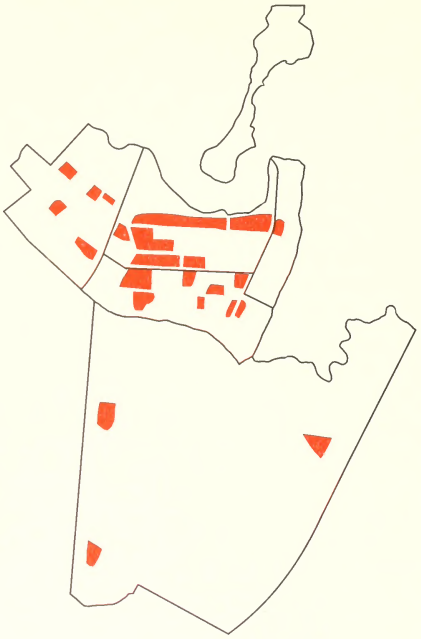
Mixed Land Use

The following map shows areas in which residential structures are mixed with commercial and/or industrial structures. Not all areas so indicated are blighted. In many instances the small shop or corner market may actually benefit a particular section of Town.

Generally, however, the compatible mixing of land uses is the exception rather than the rule. Usually commercial and industrial establishments generate volumes of traffic, dust and noise which, although not harmful to other businesses, are detrimental to residences nearby. The residential block penetrated by commercial and industrial firms is apt to see its homes decline in value and blight begin to become established.

The Central section of Hertford contains more areas of mixed land use than any other section, although there is a large amount in the South Central section also.

HERTFORD, N. C.



AREAS OF MIXED LAND USE

CONCLUSIONS

Blight does exist in Hertford and is generally concentrated in one section. It is evident from the list of indices of blight that the South Central section is severely blighted and the Central section will become blighted soon unless corrective measures are taken immediately. A small pocket of blight exists in the Western section.

The two Public Housing Projects have removed some of the blighted dwellings in the South Central section, since the surveys were made. However, many social and physical problems still exist in this area. It has been found in other communities that elimination of substandard dwellings and the construction of new houses is not the best solution to social decay. Social programs undertaken in an improved physical setting have a far greater chance of success.

Urban Renewal is needed in the South Central section in order to eliminate the slums from that area. In the Central section it is recommended that spot demolition of substandard dwellings occur and that a clear line be drawn between what is to be residential use and what is to be business use. The large amount of mixed land uses in this area indicates that zoning has either been ineffective or applied improperly to achieve a stable neighborhood. A new zoning ordinance is needed to protect this area.

The Eastern section should be preserved because of its historical importance. A new zoning ordinance should recognize this historic area and contain a "zone" design to protect it.

The Western and Southern sections are newly developing areas and will need both a good zoning ordinance and subdivision regulations. The lack of subdivision regulations is evident in these areas with new streets not connecting as well as being unpaved. The arrangement of lots in these areas is also poor. It has been found in other communities that a poor street layout and poorly designed lots will have a blighting effect over the years.

LAND USE SURVEY AND ANALYSIS

This section of the Hertford Master Plan is concerned with an evaluation of how the land in Hertford is currently being utilized. It is important to know existing trends of residential, commercial and industrial location in order to more accurately recommend how land should be used in the future. The stable aspects of land use will be discussed as well as problems that should be avoided in the future.

EXISTING LAND USES

A Land Use Survey of Hertford was made and is correct as of March 1964. This survey found there were 405 acres within the Town Limits. However, only 258 acres, or 63.6% were being used. Vacant land and water amounted to 36.4%.

Residential land amounted to 47% of all the developed land. About 24% of the residential homes were found to be in need of major repair or substandard. Generally, poor housing was found along King Street and the western portions but east of the railroad, on Dobb, Market and Grubb Streets. A small pocket of blighted homes were also found between Saunder's Street and Woodland Avenue, north of Grubb Street. The older sections of town have a higher density of population, since more homes were built on smaller lots. The newer residential developments were located west and south of Town. A beautiful old and historic section of Town exists along Church and Front Streets north of Market Street. The fine homes in this area should be preserved and the Town should do everything possible to help the property owners protect this area.

Public Housing will shortly be available - at a location on King Street and along South Church Street. Substandard homes which existed at these locations when the 1964 survey was made have been removed. A general renewal effort is needed to bring the rest of this area up to standard.

KISTING LAND USE

GEND

RESIDENTIAL
COMMERCIAL
OPEN INTENSIVE USES
OFFICES
TRANSPORTATION
PUBLIC & SEMI – PUBLIC
WHOLESALE
INDUSTRIAL
WATER

HERTFORD , N. C.

N

Commercial land including Consumer Services, Business Services, Service Stations, Business Offices and Home Occupations amounted to 5.5% of the developed land in Hertford. Since the survey of 1964 was made, a new shopping center has opened which would increase the amount of commercial land, however, the increase would not be as large as might be expected since the theater and supermarket downtown closed during this period of time.

Most of the commercial operations are old, well established businesses. They are generally located on small lots and do not have room for expansion. Parking is desperately needed in the Central Business District. There are a number of businesses along U. S. 17 just south of the Harvey Point Road which cater to the traveler. Most of the entrances to the businesses from the highway extend along the entire frontage and create potential traffic hazards.

Wholesale trade land amounted to only 1.22% of all the developed land in Town. There are few wholesale establishments, as reflected in the economic data presented earlier. Land is needed for these uses and when it is provided there should be sufficient space for off-street parking and loading areas. Trucks should not use public streets to load and unload at a wholesale establishment.

Manufacturing land located south of Grubb Street amounts to about 5% of the total developed land. The existing industries appear to be cramped for lack of space. Each industry should have enough land for truck loading and parking and employee parking, as well as some landscaping and room for expansion.

Transportation and railroad land used 2.9% of the developed land. Hertford has many potential industrial sites with rail frontage. The railroad track is well located since it is near the center of town, yet does not interfere with commercial and residential development.

Public land amounted to 43 acres which was about 17% of the developed land. This includes schools, cemeteries and other public buildings that were dispersed throughout the community. The Central Business District had the most diversified public land with federal, state, county and local offices located there. It is noted that Hertford does not have one publicly owned park. Due to the size of the town, a public park is necessary to provide recreational facilities for the citizens of the community.

Semi-Public Land used 3% of the developed land in Hertford. This category includes churches, clubs and the private park. The private park is developed with a number of activities and is well located in regard to population distribution, however, it is not open to all the residents of Hertford.

COMPARISONS AND CONCLUSIONS

A summary of the Land Use Survey may be found on Table XIX. Another method of land use analysis is to compare land use distribution in one town with the distribution of other towns. Table XX. lists the distribution of land uses within other selected communities inside North Carolina.

The average population for these other cities was 11,507. Hertford's residential land amounted to 47% of its developed land, which was about the same for the surveyed communities inside the State. Commercial land acreage was also about the same as for the other communities in the State. Hertford ranked very low as to its percent of industrial land, as the other communities had a far higher percentage of their land devoted to manufacturing. The amount of land devoted to transportation was also low in comparison to other towns.

Hertford's percent of developed land devoted to Public and Semi-Public uses was high in comparison to communities in the State. The two schools and cemeteries in Hertfort tend to increase the proportion of public land in regard to other communities in the State.

TABLE XIX.

EXISTING LAND USE IN HERTFORD, NORTH CAROLINA

AS OF MARCH, 1964

	TOTAL ACRES	% OF TOTAL	% OF DEVELOPED LAND
Residential	122.45	30.21	47.21
Trailers	.44	.11	.17
Commercial	4.32	1.07	1.67
Service Stations	.52	.13	.20
Consumer Services	4.33	1.07	1.67
Business Offices	1.74	.43	.67
Business Services	.19	.05	.07
Manufacturing	1.19	.29	.46
Wholesale Trade	3.14	.77	1.21
Transportation	.50	.13	.19
Railroad	7.00	1.73	2.70
Public	43.28	10.68	16.69
Open Intensive Uses	2.00	.49	.77
Semi-Public	7.72	1.90	2.98
Water	2.24	.55	.86
Streets	58.30	14.38	22.48
Vacant Land	145.13	35.81	
Vacant Structures	.80	.20	
TOTAL	405.29*	100%	
Developed Land	259.36	66.99	

* Does not include annexation out to new Bypass

Hertford does have one land use characteristic which will help in the future. Only 22.6% of its developed land is devoted to street right-of-way. This is lower than towns inside or outside the State. Hertford is an old town which was planned from the beginning and the original layout has saved land from being wasted by streets. More properties are being served by fewer streets than in the average town. Generally, between one-third and one-fourth of a community's developed land is in street right-of-way, but Hertford's percentage falls below this.

TABLE x x

LAND USE COMPARISONS OF N. C. COMMUNITIES BY PERCENT

Community	Population 1960	Residential	Commercial and Wholesale	Public and Semi-Public	Industry	Transportation Including Railroad	Streets	Total[4/]
Mt. Airy	7,055	53.0	6.2	7.9	12.6[1/]		20.3	100%
Salisbury	21,297	43.1	4.2	12.7	13.0[1/]		26.8	100%
Spencer	2,904	31.7	2.4	4.8	21.7[1/]		38.7	100%
Kinston	24,819	55.1	8.8	5.0	4.1[1/]		26.1	100%
Elizabeth City	14,062	39.6	4.7	12.0	4.4[1/]		37.9	100%
Goldsboro	28,873	51.8	8.9	10.6	5.1[1/]		23.6	100%
Wilson	28,753	48.0	6.6	6.3	7.1[1/]		29.0	100%
Lexington	16,093	56.8	5.8	8.5	7.0[1/]		21.0	100%
Thomasville	15,190	55.2	3.5	14.1	7.5[1/]		19.7	100%
Madison	1,192	47.9	5.9	9.6	8.4[1/]		28.2	100%
Canton	5,068	40.2	2.3	5.6	19.8	3.4	27.5	100%
Selma	3,102	51.5	5.3	4.7	13.2	25.3[2/]		100%
Raeford	3,058	47.4	5.6	8.8	6.4	31.8[2/]		100%
Clinton	7,461	47.6	10.6	9.2	2.1	30.5[2/]		100%
Washington[3/]	9,939	39.5	8.4	8.7	3.5	17.7	21.9	100%
Whiteville	4,683	40.0	11.0	8.0	4.0	2.0	35.0	100%
Hertford	2,068	47.0	6.7	19.8	.5	2.9	22.6	100%
Average	11,507	46.8	6.3	9.2	7.1[5/]	N.A.[6/]	27.0[7/]	

[1/] Transportation included in Industry.

[2/] Streets included in Transportation

[3/] Measurements made for Planning Area and not just City Limits

[4/] Percentages may not always total 100% due to small amounts of land not in one of listed categories.

[5/] Average of 7.

[6/] Not Available.

[7/] Average of 14.

STATEMENT OF GOALS

The design of the Land Development Plan is based on a number of general and specific goals. These goals are translated into action programs called policies, which are adopted and based on sound planning principles. Each goal will be discussed with its relationship to principles and policies.

General Goals

I. To obtain efficiency, order and beauty in the Town.

Principles

1. Design land uses to be compatible rather than a conflict.
2. Locate land uses which are traffic generators on major thoroughfares.
3. Preserve historic areas and retain natural areas around the Town.

Policies

1. Develop zoning and subdivision regulations strong enough for protection and flexible enough to permit new design innovations.
2. Locate zoning district lines according to the intent of a published Land Development Plan.

II. To provide a wide range of choices in regard to jobs, housing, recreation, shopping, etc.

Principles

1. Indicate desirable sites for various residential areas on the Land Development Plan.
2. Anticipate future industrial and commercial needs and provide space for a variety of business activities.

Policies

1. Design legislation to include land uses which do not presently exist in the Town but may exist in the future.

III. To protect the investment of private and public development funds.

Principles

1. Provide ample space for public facilities.
2. Adjoining land uses should be compatible. An economic intensity and aesthetic gradation of land uses should exist through geographical design or site design.

Policies

1. Do not permit heavy traffic on residential streets.
2. Strictly enforce all codes and ordinances.
3. Prepare detailed planning studies before capital improvements are made on public land or structures.

Specific Goals

A. Residential

1. To provide a safe, wholesome environment for a full family life.

Principles

1. Do not permit residential streets to become excessively long.
2. Use loop streets and cul-de-sac streets for maintaining safety and privacy.
3. Provide open areas near the homes for active recreation.
4. Renew substandard or blighted residential areas in accord with their relationship to adjacent uses.

Policies

1. Maintain residential areas by exercising good zoning controls.
2. Utilize the subdivision regulation to coordinate individual subdivisions into planned neighborhoods.
3. Rehabilitate occasionally blighted residential areas by spot removal or spot rehabilitation.
4. Remove slum areas through private or public renewal.
5. Encourage new developments in those areas contiguous with existing development through zoning and utility extension policies.

B. Commercial

1. To provide a good environment for commercial stability and growth.

Principles

1. Plan for a compact well defined Central Business District.
   A. Provide parking for those desiring to come to this area.
   B. Encourage personal and consumer retail uses.
2. Discourage linear development of business along thoroughfares.
3. Indicate areas for highway oriented businesses and business services.

Policies

1. Locate commercial zones adjacent to thoroughfares.
2. Develop a variety of commercial zoning districts to cover various commercial activities

C. Industrial

1. To provide a variety of sites with services to encourage expansion of existing industries and the location of new industries.

Principles

1. Indicate land suitable for industries requiring truck and railroad transportation services.
2. Indicate land suitable for industries requiring only truck service.
3. Indicate suitable areas for industries desiring "prestige sites" which can be seen by many motorists.
4. Provide sufficient sewer and water capacities.
5. Protect industrial areas from the invasion of other uses.

Policies

1. Develop a rail-oriented and a highway-oriented industrial zone.
2. Obtain land or options on land or purchase development rights of choice sites.

3. Use restrictive zoning ahead of development to retain land for industrial use.

4. Conduct a detailed industrial site survey.

D. Tourism

1. To promote the historical, cultural, recreation and aesthetic assets of the Hertford-Perquimans County Area.

Principles

1. Develop a combination park containing tourist facilities for overnight campers, which would also have space available for picnicking by the people of Hertford and Perquimans County.

2. Plan for a center which would provide information as to the description and the location of the historic sites.

3. Develop an area for boating facilities. This facility would be used by water skiers, boaters, fishermen, and other pleasure seekers. Also, areas should be provided for boat repairs, sales, and storage.

4. Retain public natural areas along the river for scenic outlooks.

Policies

1. Prepare a detailed plan of the Central Business District taking into consideration the historical and cultural aspects of the area.

2. Establish a committee to coordinate and develop the facilities for the combination park.

3. Provide suitable land for the boating facilities and scenic outlooks.

THE PLAN

The Hertford Land Development Plan is intended to show desirable areas for future growth. The Plan is a flexible document and the location of the boundary lines of land uses may be varied slightly. The Plan attempts to separate incompatible land uses in order to provide stability for all sections of the community. It should be noted that all land uses relate to each other and to the transportation system. Roads are developed to serve adjacent properties although at times land is developed because of the proximity of a road. The Plan will be discussed in regard to its elements even though all the elements are linked to form one Plan.

Residential Areas

Residential areas are shown on the Plan in three categories: Low Density, Medium Density, and High Density. Low Density development is indicated for most of the town. New areas for development are shown to the west, south and southwest. Developments to the south and west are shown since these are the areas which are currently developing as residential. Utilities can be extended into these areas at low cost. The area to the southeast (between Castleton Creek and U. S. 17 Bypass) is expected to develop because of the new Bypass, however, it will be more difficult to serve this area with utilities.

Medium Density is shown at only one location (between Edenton Street and the railroad). This area will need some rehabilitation in the future and the homes are now on medium sized lots. The redevelopment of the area should be of homes on small lots or duplexes. The area lies between two school sites which would provide sufficient land for recreation.

High Density areas are located in the older sections of the Town. These areas shown south of King Street and the area east of Church Street should be developed by apartments or

duplexes in the future. Public Housing is being constructed at two of these locations shown on the map. More apartments, although not necessarily public, should be constructed between the two Public Housing sites. The other High Density area is shown north of Grubb Street. This area should be designated for apartments or professional offices that would serve as a transition from the Commercial and Industrial areas into Low Density Residential.

Commercial Areas

The largest and most important segment of commercial land would be found in the Central Business District. This area is shown expanding west to Covent Garden Street. A detailed plan for this area is needed in order to provide room for expansion and to provide off-street parking and loading areas.

The newly developing shopping center is shown on the north side of Grubb Street. This center is well located at the top of the "T" formed by Edenton and Grubb Streets. This is the only shopping center shown on the plan, since the population expected during the planning period would not support more than one center and the Central Business District.

Two shopping areas are indicated in the Center Section of Hertford. These two areas are currently developed by businesses and they should not be encouraged to expand.

Two highway commercial areas are shown on the Plan. One is the existing group of businesses on U.S. 17 Business and U. S. 17 Bypass. The latter site would be the best location for highway oriented business.

Industrial Areas

This classification is divided into two sections. The first, Heavy Industrial, pertains to industries which emit smoke, gas, dust, noise or odor. Generally, this type of industry uses bulk goods and would require a railroad line or channel for barging materials. Two areas for heavy industrial uses are shown on the Plan.

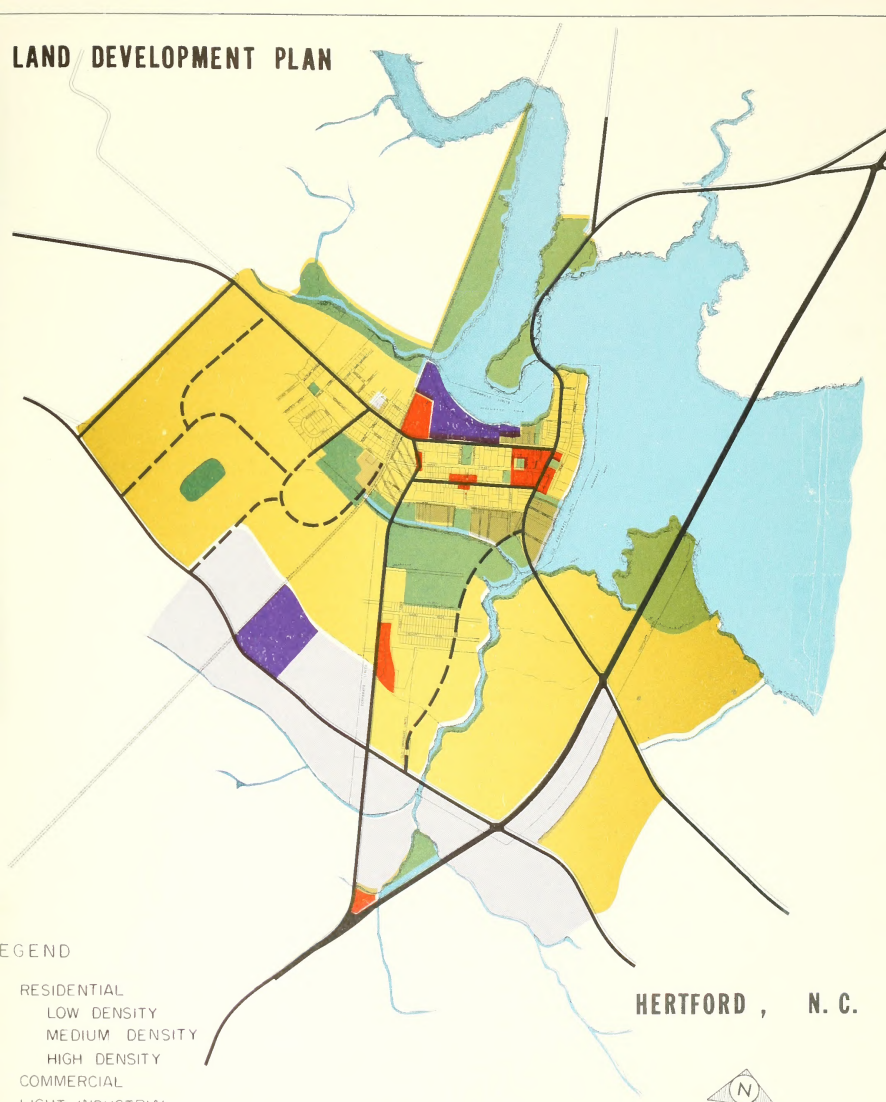
Light Industrial areas are proposed at many locations on the Plan. This category is for industries which do not deal in bulk goods and use trucks for moving their commodities. Highway access is important for these industries. In the event some of these industries may desire railroad frontage, Light Industrial areas are shown next to the railroad. Other sites are indicated adjacent to secondary roads. Some industries desire "prestige sites" on a major highway to obtain good advertising along with a place to produce their product. There is an excellent opportunity to locate this kind of industry along the U. S. 17 Bypass. The Light Industrial area for these uses is shown on the east side of the Bypass since it is felt the west side would be more conductive to quality residential development. Highway commercial uses might also locate in the Light Industrial areas, particularly along U. S. 17 Business.

Open Space Areas

Open spaces shown on the Plan are areas in public or semi-public ownership or land which is undevelopable because of topographical considerations. Schools, parks, cemeteries, public buildings, churches, and low land which is swampy or subject to flooding are shown in this category.

A new park is shown along the causeway north of town. This area could be used for picknicking, camping, boat launching, and fishing. Another new park is designated on the southern bank of the Perquimans River along both sides of U. S. 17 Bypass. This area would provide an excellent view of the Town and might be used as a wayside picnic area for persons traveling U. S. 17. A small park is also shown in the western section of town in the new residential neighborhood. This area of approximately three acreas would be within easy walking distance of all people in this area.

LAND DEVELOPMENT PLAN



EGEND

RESIDENTIAL
- LOW DENSITY
- MEDIUM DENSITY
- HIGH DENSITY

COMMERCIAL
LIGHT INDUSTRIAL
HEAVY INDUSTRIAL
OPEN SPACES
WATER

HERTFORD , N. C.

N

Thoroughfares

The Hertford Thoroughfare Plan, which was adopted by the Mayor and Board of Commissioners, is an important part of the Land Development Plan. The Plan is developed using existing streets whenever possible. The U. S. 17 Bypass, now under construction will carry most of the north-south traffic. Therefore, the downtown streets will be free to carry local traffic.

After the Bypass is completed, South Church Street will be a major entrance into Hertford. The Thoroughfare Plan, recommended by the Planning Board, indicates a curve being eliminated at the southern end of this street. This is being accomplished and will be completed as a part of the Bypass project.

The remaining elements of the Thoroughfare Plan are yet to be completed and include a number of collector streets. They should be constructed as subdivisions are developed in their area.

The Map on page 49 illustrating the Plan is a policy statement indicating the allocation of areas and amounts of land to specific uses. The following table indicates the amounts of land presently used for different activities, the amounts of land in various uses necessary to support the planned for population of 4,000 and the number of acres in each land use shown on the Plan Map.

Land Use Activity	Land in Acres		
	Presently Used	Needed for 4,000 Population	Shown On Plan
Residential	122.9	275	1,000
Commercial	11.1	40	40
Industrial	11.8	100	350
Public Uses	55.2	150	250

Presently almost 123 acres are devoted to residential use. With the population almost doubling and the use of larger

lots for home construction, it has been estimated that about 275 acres will be needed to support 4,000 people in Hertford. The Plan shows approximately 1,000 acres. All of this is not expected to develop. Much of this area, especially the land farthest from the town, will remain in agricultural uses. However, if any of this land is developed to urban uses, its use should be residential.

Commercial ventures presently use 11.1 acres of land. In order to facilitate the service of an increased population and expanded area of retail trade influence, it will be necessary to devote about 40 acres to commercial uses. This figure was computed taking into account that there will be an increase in the number of establishments needed; that modern merchandizing techniques necessitate larger establishments; that supporting facilities, such as parking and pedestrian amenities, will have to be provided; and that an increase in the number of convenience shopping sites will be needed.

The industrial uses in Hertford take up 11.8 acres of land. If the population of Hertford is to expand to 4,000, then the industrial base of the community is likely to expand. This industrial expansion will have to accommodate somewhere in the neighborhood of 600 new employees. At the same time, the older industrial firms will enlarge their facilities consuming more space per employee. This increased consumption of land by industrial uses is estimated to total about 100 acres. However, because of the potential of further industrial development, the Planning Board recommends that ideal industrial sites encompassing an additional 250 acres be held in reserve. This industrial land has been chosen to offer the industrial prospects a variety of types of locations that are ideally suited to almost any industry.

Land devoted to public uses at the present time is 55.2 acres. A population increase will necessitate the use of additional land for public purposes. School sites will have to be increased either in size or in number; park and recreation

facilities will be required to meet the demands of the resident population; governmental space will be enlarged even if only to provide parking. Approximately 150 acres of public land will be necessary to meet the needs of a population of 4,000. However, the Planning Board, realizing the unique tourist appeal of Hertford, recommends the establishment of open space facilities which could serve the local residents and at the same time would be attractive to tourists. These facilities are located on Highway 17 across the bridge north of town and on Highway 17 Bypass on the south bank of the River. It is hoped that these facilities, with their recreation potential, will encourage travelers to visit in Hertford and enjoy its history and its natural beauty. For this reason, some 100 additional acres have been indicated for public use on the Plan.

RECOMMENDATIONS FOR IMPLEMENTATION

There are a number of specific proposals which are not shown on the map but are important to the future development of the Town. These proposals are based on the Goals of Hertford and the statements at the end of the Economic Trends Section giving potentials for growth. These proposals should also be considered as a means for implementing the Plan.

1. The commercial significance of Hertford should be developed to stress the importance of the town as the main trading center for the County and other nearby areas. Proper advertising and merchandising can restore retail trade to the Town.

2. In connection with the first recommendation, it is recommended that the entire Central Business District be replanned. There is a pressing need for off-street parking in the CBD. However, more than just parking space is needed. Painting of buildings, canopies, benches, trash receptacles,

sizes and colors of signs, the kinds of materials used for streets, curbs and sidewalks, and the planting of trees and bushes in the ground or in pots all need to be coordinated into a central theme for downtown. All colors and materials need not be the same although they should blend and be co-ordinated. Off-street parking alone is not the sole answer but only one of the many steps to be undertaken.

3. In order to develop the full potential of Hertford's historic past in regard to tourist trade and civic pride, it is recommended that an information center be located downtown. This center could be a very small colonial style building. It should contain information sheets on the location of historic places and events throughout the county. A small map would show people where they might travel. Two well-designed, colonial style billboards should be erected on the Bypass to inform the passerby where the central information center is located.

4. The park along the causeway below the northern Town limits should be developed for recreation use. The park could contain areas for campers, either in tents or camping trailers. The Town merchants would have increased revenue through sale of provisions to these people. A boat launching ramp could also be constructed on this property. The front of the property, along U. S. 17, could have picnic tables for County residents and tourists. An "information box" should be installed at the site containing leaflets describing historic areas of the County.

5. The Town should continue its excellent renewal program by eliminating substandard houses. The pocket of blight between the two Public Housing projects is the first area which needs attention. The Building Code and Minimum Housing Ordinance should be rigidly enforced to protect other sections of town from deteriorating.

6. A study of the historic buildings and sites should be made. Their condition and external and internal problems should be noted. Then, a "Historic Preservation Committee" should be established to protect these areas, since they are of cultural, historic and economic importance to the town.

7. Sewer and water lines should be extended to the future industrial areas prior to development. An industrial site has far more potential if the facilities are available.

8. The town needs a new Zoning Ordinance to adequately protect the existing development and to guide future development. Zoning is only one tool of many to put the Plan into effect.

9. Subdivision Regulations are needed by the town to insure the development of a safe and functional street system. They will also help to develop a system of properly dimensioned lots. It has been found that a good street layout and proportioned lots can be a strong deterrant to blight.

10. Planning Service should be extended one mile outside the Town Limits as authorized by State Law. Hertford has the authority to do this now. This will enable the Town to protect these areas through Zoning and Subdivision Ordinances, so that when new areas are annexed in the future, they will be well planned and not blighted.

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